



**Independent Data Sources for Evaluations and
Assessments:**

PERSPECTIVES FROM THE AFROBAROMETER

Carolyn Logan

Department of Political Science

Michigan State University

The AFROBAROMETER

- A comparative series of national public opinion surveys that measure public attitudes toward democracy, governance, the economy and market reform, leadership, identity and other issues
- Three key objectives:
 - 1) Produce **scientifically reliable data** on public opinion in Africa
 - 2) Strengthen **institutional capacity** for survey research in Africa
 - 3) **Disseminate and apply results** (to decision makers, policy advocates, civic educators, journalists, researchers, donors, and ordinary Africans)

Afrobarometer Methodology

- Nationally representative sample surveys
 - 1200 to 2400 randomly selected respondents per country
 - Margin of sampling error +/- 2 to 3%
 - More than 50 surveys and 75,000 interviews through Round 3
- Face-to-face interviews in language of respondent's choice
- Standard survey instrument across all countries

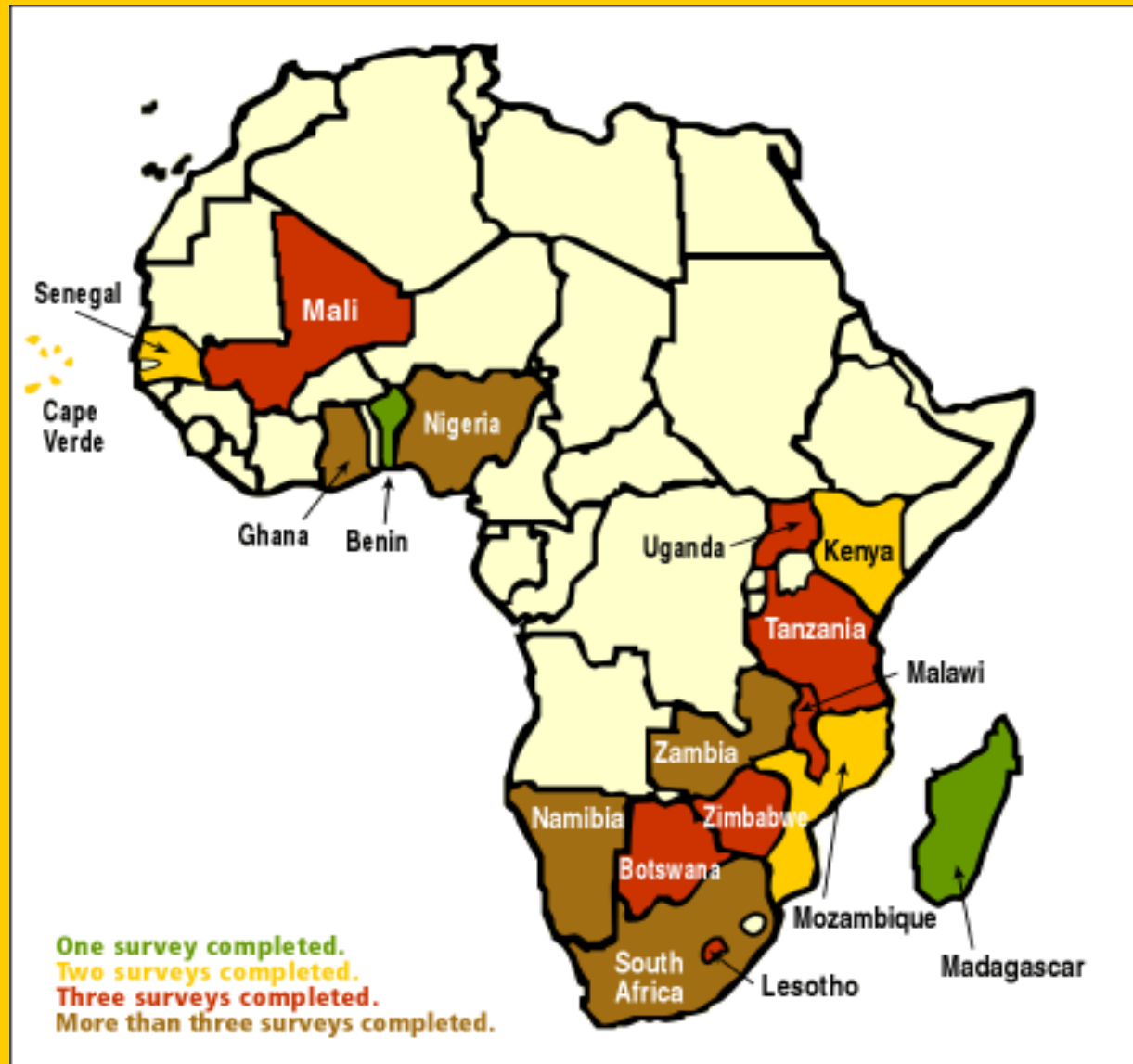
Afrobarometer Instrument

- Core tracking questions across 4 Rounds
 - Attitudes toward democracy and governance
 - Governance performance evaluations
 - Election quality and political participation
 - Rule of law indicators
 - Specialized modules in each round, e.g.,
 - Local government
 - Traditional leadership
 - Citizen engagement
 - Conflict and crime
 - Service delivery
- Wealth of potential indicators, including sector-specific

Afrobarometer Coverage

- Round 1, 1999-2001, 12 countries
 - Southern Africa: Botswana, Lesotho, Malawi, Namibia, South Africa, Zambia, Zimbabwe
 - West Africa: Ghana, Mali, Nigeria
 - East Africa: Tanzania, Uganda
- Round 2, 2002-2003, 16 countries
 - Cape Verde, Kenya, Mozambique, Senegal
- Round 3, 2005-2006, 18 countries
 - Benin, Madagascar
- Round 4, 2008, 20 countries
 - Burkina Faso, Liberia

Coverage of Afrobarometer Surveys, 1999-2006



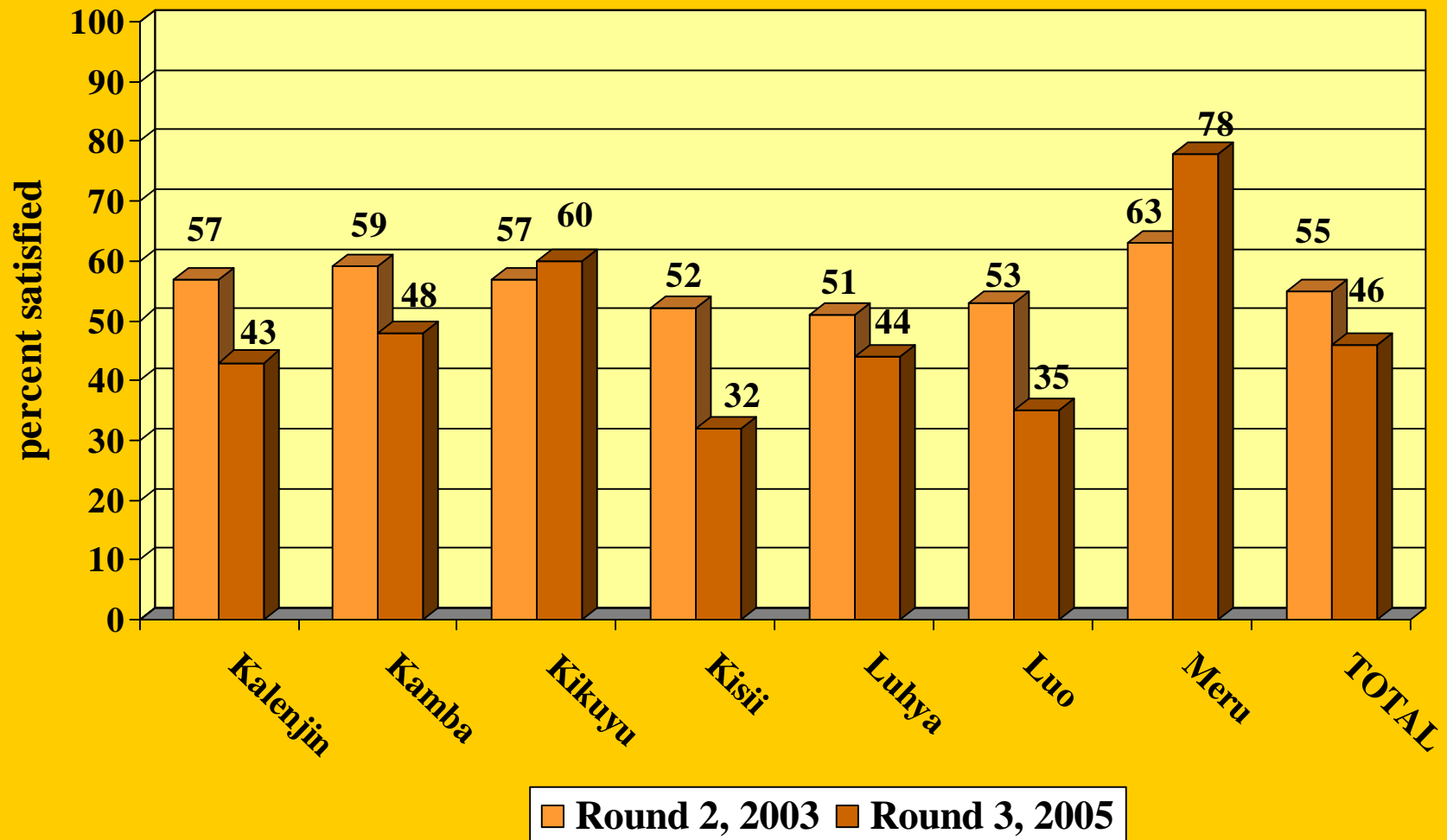
Utilizing Existing AB Data

- Publications / Results
 - Afrobarometer Working and Briefing Papers
 - Includes both country reports and thematic analyses
 - Summaries of Results
 - Compendia of cross-country results from Rounds 1-3
- Raw Data
 - By country or merged
- New Feature: Online Data Analysis
- Forthcoming Feature: Donor Liaison

Donor Liaison Role

- Make missions aware of what data/information/analysis is already available
- Respond to specific requests for information (e.g., on specific countries and/or topics)
 - Afrobarometer has at least some data relevant to all of the USAID/DG programming sectors in all of the countries where we work
 - Ask! For example, if a mission was to ask about what relevant information Afrobarometer has on attitudes toward key government institutions in Kenya in run-up to elections...

Trust in Parliament in Kenya, by Ethnicity, 2003-2005



“How much do you trust each of the following to do what is right: parliament?”

Expanding the Resource

- Request/sponsor new analysis
 - Donor Liaison for descriptive statistics, basic analysis
 - Commissioning more advanced analysis of specific topics and/or countries
- Add new countries
 - Resources
 - Survey feasibility
- Introduce new topics / questions
 - Timing...
- Interview new respondents
 - Oversamples on AB surveys
 - Specialized (AB-style) surveys

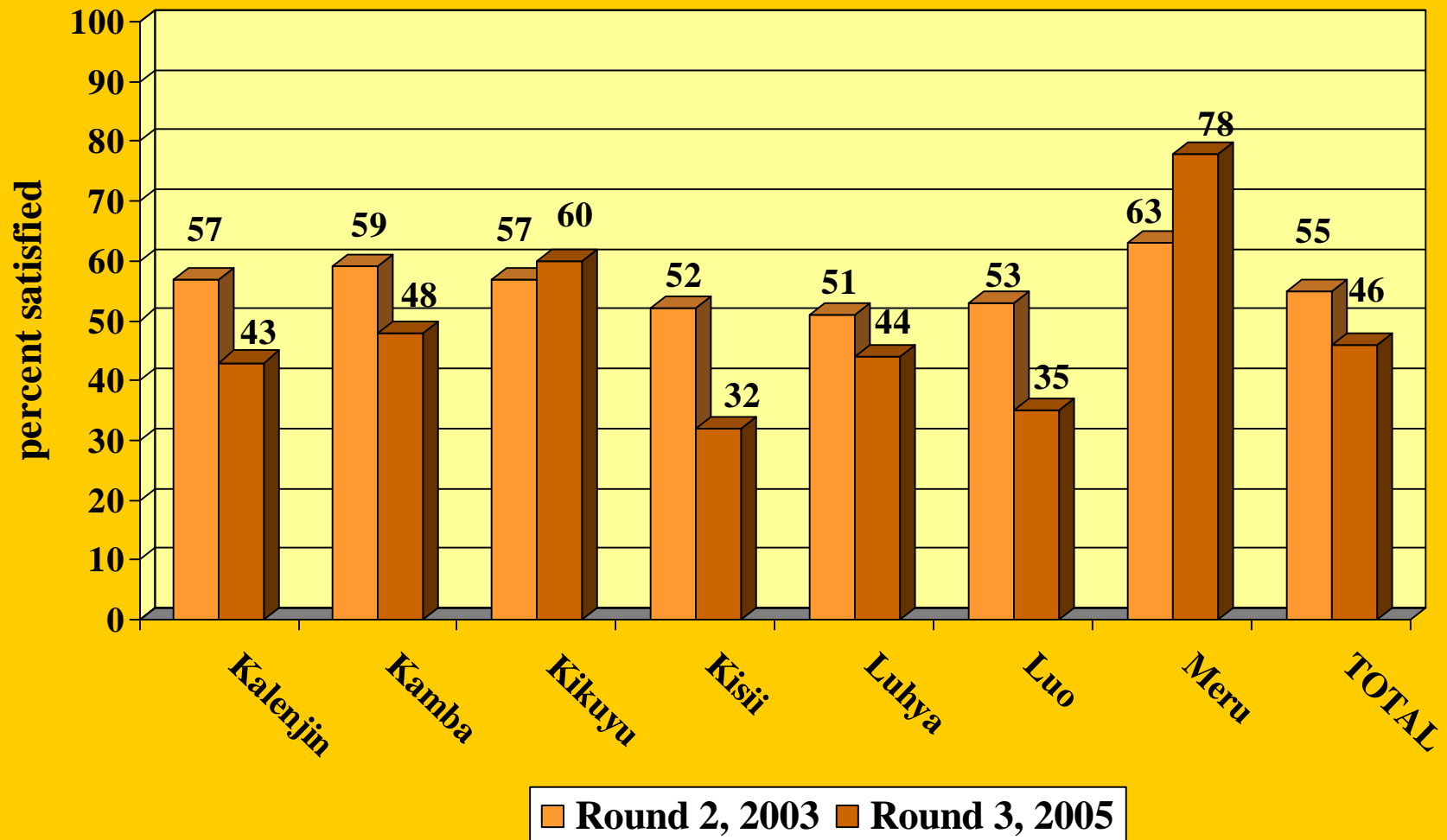
Assessment vs. Evaluation

Criteria for using data for evaluation are more demanding than for assessment, but there are factors to consider in either case, including:

- Margin of sampling error at 95% confidence level

N	margin of error
2000	+/- 2.2%
1000	+/- 3.1%
800	+/- 3.5%
600	+/- 4.0%
400	+/- 4.9%
200	+/- 6.9%
100	+/- 9.8%

Trust in Parliament in Kenya, by Ethnicity, 2003-2005



“How much do you trust each of the following to do what is right: parliament?”

Assessment vs. Evaluation (cont.)

Factors to consider:

- Aims and expected impacts of the program: what are relevant indicators?
 - Individual knowledge / attitudes / behaviors
 - Collective evaluations of institutional performance
 - Scope of expected impact
 - Geographically
 - Specific vs. diffuse within the population
- Q: What would constitute treatment and control groups?
Is Unit of Analysis the individual, the local government area or constituency, or national level?

Options for Expanding the Respondent Base

- Adding a randomly selected oversample to an AB survey in target area(s)
 - 100+ respondents in each focal area
 - Requires random respondent selection – measures area-wide impacts
 - Conducted simultaneously with AB survey, same instrument
- Conducting independent, AB-style (e.g., using AB methods, instrument, partners) surveys in target areas
 - AB transparency
 - AB comparability (AB as control)
 - Accommodates non-random methods of respondent selection

Example: Uganda AB Round 4

- Two projects: Linkages and Strengthening Multiparty Democracy (SMD)
- 16 districts of interest combined
- Currently establishing baseline with 100 randomly selected respondents per district (oversample N=1600), set-up as an oversample on the Round 4 Afrobarometer survey in Uganda
- Some additional questions added to instrument
- Will require follow-up surveys during and/or after project implementation

Conclusions

- AB Surveys can be a powerful tool for assessments and project impact evaluation
 - Offer a wide range of DG indicators at global and sectoral level
 - AB surveys can serve as valuable baseline / control
 - For some projects, AB may also be suitable as an evaluation tool
 - But also keep in mind constraints and limitations
 - Sample size and margin of error affects confidence in differences, ability to demonstrate statistically valid change
 - Nature and scope of expected impact affects the unit of analysis, i.e., area-based, random or non-random respondent selection
- Requires case-by-case evaluation of suitability of AB as an assessment and/or evaluation tool



For more information and publications, see the
Afrobarometer website at:

www.afrobarometer.org